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American adults say they will spend an average \$81.30 per person for a total of \$14.8

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The average spending is virtually unchanged from last year's \$81.17 and is the second-highest in the history of the survey after a record of \$82.19 set in 2016. The total amount is down from last year's \$15.3 billion, primarily because fewer people plan to watch the game – 182.5 million this year compared with 188.5 million last year. The overall spending is still the third-highest on record, after last year's figure and \$15.5 billion in 2016.

The biggest spenders are those ages 35-44 at an average \$123.26 while the lowest are those 65 and older at \$40.97. Viewers in the Northeast plan to spend the most, at an average \$94.89, followed by the West at \$84.01, the South at \$79.09 and the Midwest at \$69.24.

The survey found that 72 percent of adults plan to watch the game, down from 76 percent last year. Among those watching, 79 percent plan to buy food and beverages, 10 percent team apparel and accessories, 7 percent decorations, also 7 percent for new televisions, and 4 percent furniture such as entertainment centers.

Close to a quarter (24 percent or 61 million) plan to attend a party, while 17 percent (44 million) will throw one while 5 percent (13 million) will watch in a bar or restaurant. The largest share of those watching (43 percent) say the game is the most important part of the event, but 23 percent cite the commercials, 14 percent getting together with friends, 13 percent the halftime show and 7 percent the food.

The survey found that 76 percent see the commercials as entertainment and that only 10 percent say they are influenced to make a purchase, but the ads carry more weight among younger viewers. Of those ages 18-24, 17 percent say the commercials influence them to buy and 16 percent are prompted to search online for more information.

“The numbers vary from year to year, but regardless of the economy, politics or the

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